

I. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

Date

Contact Information

Organization Name: Kennett Education Foundation  
Address: P.O. Box 849, Kennett Square, PA 19348  
Phone: 610-510-4533  
Website: <https://www.kennetteducationfoundation.org>  
Year Incorporated: 1991  
FEIN: 23-3070339

ED/CEO Name: Alison Bilon  
ED/CEO E-mail: [alisonbilon@gmail.com](mailto:alisonbilon@gmail.com)  
Board Chair Name: Alison Bilon  
Board Chair Approval (check here):   
Primary Contact Name: Mark Bowden  
Primary Contact E-mail: [mjbowdene@yahoo.com](mailto:mjbowdene@yahoo.com)

Organization Information: see narrative

Field/s of Interest:

Arts, Culture & Humanities       Environment/Animal Welfare       Education  
 Health       Human Services       Religion

Mission: see narrative

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): see narrative.

Describe Population Served & Annual Number of People Served:

Annual Budget \$ <u>163,065</u>	<u>0</u>	# of Full-Time Equivalent Paid Staff
<u>0</u> % of budget for program expenses	<u>21</u>	# of Board Volunteers
<u>3.7</u> % of budget for administrative expenses	<u>10</u>	# of Active Non-Board Volunteers
<u>17.1</u> % of budget for fundraising expenses	<u>220</u>	# of Volunteer Hours per week
<small>100 % total</small>		

Top 3-5 funding sources:

Is this grant proposal for: Capacity Building  or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy     Governance & Leadership     Partnerships & Collaborations  
 Fundraising, Development & Marketing     Technology    Other: \_\_\_\_\_

Grant Amount Requested from the Community Foundation: \$ 5,000

Proposal Summary: see narrative

## **Mission:**

KEF was founded twenty years ago by Kennett Square residents, many of them Kennett High School alumni, to promote community investment in our public schools. We have recently – during the 2020 pandemic – expanded our mission to assist programs that assist our students and their families. Our district is an anomaly; we have a student body that is 44% Hispanic, nearly all of whom come from families that are poor. Fifteen percent of them speak English as a second language. So we face educational challenges that other Chester County districts do not. Yet the district has remained competitive with more affluent ones around it. We look for ways to help. With no paid staff and very low operating costs, we spend nearly every penny we raise on the teachers, students, and staff of the Kennett Consolidated School District. This involves:

- Providing grants to teachers for innovative projects that are not in the district budget.
- Giving scholarships and awards to exceptional students who are either needy or who make extraordinary contributions to their schools.
- Making donations to community organizations that have provided food, rent assistance, day care, and other services to our students' families during the pandemic.
- Holding fundraisers, soliciting grants, and encouraging annual planned donations and memorial gifts.
- Promoting creative programs and methods in the classroom.
- Increasing community involvement with our schools by families and businesses.

## **Geographic Area Served:**

The Kennett Consolidated School District encompasses all or part of four southern Chester County communities, Kennett Square Borough and Township, and the townships of New Garden and East Marlborough.

## **Population Served % Annual Number of People Served**

KEF's grants and scholarships serve the teachers, students, and families of the school district. There are about 4,200 students and 300 teachers. Roughly 20% of our students come from families involved in agriculture, primarily in the mushroom industry. Roughly half come from families employed in manufacturing or commercial activities, and the remaining 30% from finance, transportation, construction, public employment, and education services. Roughly 35% of our students are Hispanic, and five percent African-American, and the rest Caucasian.

## **Funding Request**

We are asking for a \$5,000 Capacity Building grant. The money would go to boost marketing for our fundraisers. We are presently looking for a social media consultant to help us raise awareness about our annual spring dinner next year.

Due to Covid, KEF has been unable to do traditional fundraisers over the past two years. We were able to pivot our platform to an online auction in Spring of 2020, and made over \$10,000. Half of that went directly to Kennett Area Community Services to help those in severe need during this volatile time.

We had to cancel our annual Monster Mash Dash 5K in Fall of 2020 and again this year. These are our two most successful fundraisers. In lieu of a traditional dinner, we partnered with two local establishments, Talula's Table and West Branch Distillery, to offer a fantastic dinner-to-go option. While we had great enthusiasm and participation, we made approximately one-third of what our normal dinner raises. Part of what drove the success we had was a significant amount of social media marketing. While we have a volunteer who helps with routine posts, we contracted out to a social media consultant to help reach more individuals on several platforms. Additionally, we continue to use a paid website to sell tickets and a computerized system to assist with our Silent and Live auctions.

We are extremely optimistic that we will be able to host an in-person dinner again in the Spring of 2022. We will likely decrease our ticket costs in order to bring more teachers to it, and we don't expect to raise nearly as much as usual with that event's silent auction, since so many of our usual donors — local businesses — are still feeling the effects of the pandemic. To offset those losses we need to significantly increase attendance. We will be using the funds from CCCF to assist with marketing to make that happen.

We thank you for the opportunity to apply for this grant in hopes of using the funds directly towards our expenses related to fundraising and the Spring 2022 dinner.